Transcript of Message on

Nutrition and Fitness

Today, I would like to discuss with you the importance of nutrition in the aims of getting physically fit or staying physically fit. If you are in the fitness industry, or a gym owner, or just trying to get fit yourself, then this message will be of significant importance. I have worked with top athletes as well as top fitness trainers and seen what it is for people to be physically fit, but not nutritionally fit. Many trainers have related to me that when they first start working with an individual on their fitness regime, initially there is a jump in the client's physical ability and fitness. Then eventually they reach a plateau or, worse, their fitness begins a slow, or decline, or they begin to get injured, or become unhealthy.

This is true even for elite athletes. For instance, you may have heard of Bear Grylls from his TV show *Man vs. Wild,* or in the UK it's called *Born Survivor*. It is clear that he is very physically fit. However, like every athlete, Bear did have health concerns which could only be overcome thru elevating his nutritional status. Like many celebrity athletes, Bear gets bombarded with free supplements from various nutritional companies trying to win his endorsement and to convince him with what I call pop-nutrition. Pop-nutrition has detracted athletes and fitness pros from the basic simple facts of human physiology. Thru helping top athletes such as Bear, as well as many excellent personal trainers, I know the concerns that nutrition can address:

To name them,

1. Endurance
2. Strength
3. Tissue repair and recovery time
4. Lower chances of injury and associated costs
5. Avoiding colds and flues
6. And there are also the hidden concerns: the development of chronic conditions such as heart disease, stroke, cancer, autoimmune disorders, chronic fatigue, etc. and most athletes are not thinking about these hidden concerns when they are training hard.

And here are some common myths that get in the way of properly addressing those concerns:

Myth 1. I can eat whatever I want as long as I exercise enough to burn it off.

Myth 2. I need high protein shakes and eat lots of "lean meat" to build more muscle

Myth 3. I need supplements such as creatine, or high protein drinks to enhance my performance.

When it comes to the nutritional content of food, I like to relate it to the Oil and the Gasoline you have to put into a car. Most athletes concern themselves with getting enough gasoline without concern for how high the octane is. And most of them don't even think about the oil factor.

What do I mean by high octane gasoline and what do I mean by oil?

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An athlete might reach for a quick soda because it has caffeine and sugar, and then have a big steak for dinner, thinking he or she is getting protein when, in fact, they are filling up on lots of artery clogging cholesterol and saturated fat. And then they may take some supplements that their friends (whose physiques they envy) recommended, without knowing whether it is the right supplement for them.

The real education lies in understanding that these choices are really low grade fuel. Mother Nature has already provided us with high octane fuel in the form of fruits, veggies and whole grains. These foods not only provide calories, which is the fuel that our body needs, but what I consider to be high octane fuel because there are no impurities in fruits, veggies and grains in their whole food form, and they have plenty of complex carbohydrates, healthy protein and essential fats. All other foods have impurities that drain the body of energy and vitality.

Many people have heard of the term free radical damage or oxidative stress, which refers to what happens in the mitochondria of the cell that are the energy making batteries within each cell, when food is burned to make energy. The word burn means reaction with oxygen, and whenever this happens toxins are created, such as burning gas in the car or wood in the fireplace. We need a rainbow diet in order to counterbalance this toxicity. The many colors and flavors of fruits and veggies are the antioxidants that protect us from oxidative stress. Otherwise, over time, all our cells age prematurely and various systems in the body such as the immune system, the circulatory system, the digestive system, etc, begin to fall apart causing illness and disease.

Furthermore, we become prone to injury with the loss of optimal sense of balance, as well as weak muscles, connective tissue, and bones. If you really ponder the balance of exercise and diet, at the end of the day most serious athletes should be eating out of a trough filled with fruits and veggies in order to counterbalance the free radical damage caused by exercise, and Juice Plus® can be that life-saving trough! Besides antioxidants, there are numerous other plant chemicals known as phytochemicals – and there may be over 25,000 of such chemicals in plants to help regulate many other optimal functions in the body such as hormonal balance. These phytochemicals (with no caloric value) are the oil that makes the miraculous human machinery work. All those hours in the gym, or training for your favorite sport, or on the slopes, or in the water, or on the field, or on the court…what are you doing to counteract the less talked about negative impact of exercise? There is no need for exercise to be a negative. After all, with proper nutrition, exercise can strengthen muscle and bone, keep you toned and aerobically fit, increase circulation, and release neurotransmitters that make you feel good about yourself and life in general.

Now at the end of a week, how many days do we manage to eat 10-12 healthy servings of fruits and veggies, in their raw form, to support our body optimally? Consider that there is something that can help you in your goal to attain more fruit and vegetable nutrition. For the last 14 years, I have been recommending that, along with trying to consume as many fruits and veggies as possible, people also use a product that I personally use, which is Juice Plus®. Why? Because 13 clinically published university studies have shown that taking Juice Plus® capsules – the orchard, garden and vineyard blends – gives the body the oil, those magical healing and strengthening phytonutrients that are missing in our diet. Imagine going to the juice bar and getting a pint of juice made from apples, oranges, pineapples, cranberries, peaches, acerola cherries, and papaya and magically removing the sugar and drinking that

down. Then imagine coming back for another pint with carrots, parsley, beets, kale, broccoli, cabbage, spinach and tomato and again magically removing the sugar and getting that into your body. You come back to the juice bar one last time for your last pint with concord grapes, blueberries, cranberries, blackberries, bilberries, raspberries, red currants, black currants, elderberries, green tea, ginger root, grape seed and artichoke. Again, the man behind the bar has magically removed the sugar and you gulp that down. What if you did this day after day? Do you think eventually your body would begin to rebuild itself cell by cell, tissue by tissue to an optimal level? Of course it would, and your body would thank you for it. That is what you are getting as far as the micronutrition is concerned: the oil that your body is craving, all from taking 2 orchard capsules, 2 garden capsules and 2 vineyard capsules, without the enormous cost or effort or sugar content of juicing, and yet receiving the benefits. The breadth of research done at universities worldwide on Juice Plus® improving key markers of health certainly validates that Juice Plus® is not just fancy marketing but the real deal.

Even with the best of intentions, we seem to fall short at the end of the day on enough fruit and veggie nutrition. You might have one or two good days, but consistency of nutrition over time creates optimally healthy people. So whether you are having a good diet day or not, you can be sure that you have the nutritional seatbelt of Juice Plus®. Personal trainers also find that their clients don't have to have a plateau in their ability to improve their physical condition when they use Juice Plus®. Exercise without nutritional support will wear your body down with time, make no mistake about it. Juice Plus® is so affordable and so easy to take every day with a large glass of water that it seems to me a no brainer to include the exercise of taking Juice Plus® into your fitness regime.

- Dr. Mitra Ray

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